

Toby Brown, by Raymond K.

age: 37

residence: Ohio

education: High School

occupation: Streamer

marital status: Single



"One more run."

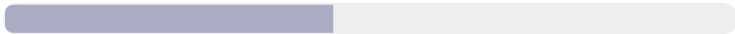
Spends the day streaming games.

Comfort With Technology

INTERNET



SOFTWARE



MOBILE APPS



SOCIAL NETWORK



Criteria For Success:

More views and subscribers

Needs

- Reminders to take care of health
- Look presentable

Values

- Integrity
- Fairness
- Rewarding hard work

Wants

- Cake
- More money
- To finally rank up

Fears

- Running out of money
- Being hardstuck for life

Christie Arissen, by Christopher S.

age: 28

residence: South Carolina

education: Bachelors

occupation: Split between Computer Repair and Customer Service

marital status: Single



Every experience is a learning experience

Has to work a 9-to-5 Customer Service job, but during her free time she does computer repair.

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SOCIAL NETWORK



Criteria For Success:

A way to keep focus on the task at hand and possibly help her with social skills and/or healthy choices.

Needs

- Goals and reminders
- Healthy options

Values

- Good work ethic
- Ingenuity and creativity

Wants

- Exercise
- More steady income source
- To tinker with computers

Fears

- Complete and utter failure of completing tasks
- Parts being Dead on Arrival



Maria Mitchell

age: 42

residence: Greenville, SC

education: Associates degree in Nursing

occupation: Nurses Assistant

marital status: Married, with 3 children



A quote from to help define their voice and personality.

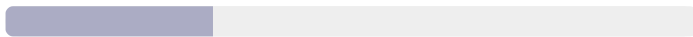
Wake up early and make breakfast for the family then take the kids to school. Go to work and Be productive and helpful. After a day at work take the kids to soccer/baseball practice. Then afterwards go home and cook dinner or order takeout. Then go to sleep.

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MOBILE APPS



SOCIAL NETWORK



Needs

- Needs her children to do good
- Be a nice and respectful person (Tries)
- Have Mini-van

Values

- live life to its fullest
- be successfully no matter what it takes

Criteria For Success:

To help people and make peoples lives better

Wants

- Win the big Game
- Husband come home from work early
- Have a pet to take care of

Fears

- Failing /Her children failing
- Not being able to be part of the PTA
- Not having influence.